

**BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY**

Meeting Date: MAY 17, 2006

Division: TDC

Bulk Item: Yes X No

Department:

Staff Contact Person: Maxine Pacini

AGENDA ITEM WORDING:

Approval of a change to the Monroe County Tourist Development Council Operations Manual relating to Internet Advertising. Revisions are in bold italic.

ITEM BACKGROUND:

TDC approved same at their meeting of April 11, 2006.

PREVIOUS RELEVANT BOCC ACTION:

CONTRACT/AGREEMENT CHANGES:

STAFF RECOMMENDATIONS:

Approval

TOTAL COST: N/A

BUDGETED: Yes X No

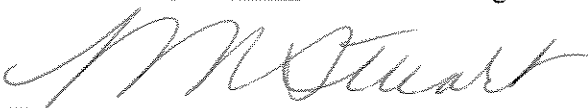
COST TO COUNTY: N/A

SOURCE OF FUNDS: TDC

REVENUE PRODUCING: Yes X No **AMOUNT PER MONTH** **Year**

APPROVED BY: County Atty Y OMB/Purchasing N/A Risk Management N/A

DIVISION DIRECTOR APPROVAL:



(Lynda Stuart)

DOCUMENTATION: Included X Not Required

DISPOSITION:

AGENDA ITEM #

TRAVEL VOUCHERS:

The procedure for completion of travel vouchers is as follows:

1. Please type or print as clearly as possible.
2. Use mileage chart supplied in this manual by Monroe County. As of **February 25, 2004** the State of Florida approved Travel Ordinance (004-2004) to increase mileage allowance to **40¢** per mile. Approved by the Governor of the State of Florida 2/25/04.
3. a. Meal reimbursement: (receipts not required)
 - (i) \$6.50 if travel begins before 6:00 a.m. and extends beyond 8:00 a.m.
 - (ii) \$13.50 if travel begins before 12:00 p.m. and extends beyond 2:00 p.m.
 - (iii) \$27.00 if travel begins before 6:00 p.m. and extends beyond 8:00 p.m.
4. Fill in back of voucher only if airline was used. Credit card vouchers are not acceptable as receipts.
5. Complete original receipts and tickets must be provided. Credit card vouchers are not acceptable as receipts.
6. A boarding pass must accompany voucher or a notarized statement that
 - (a) The airline did not provide one.
 - (b) The boarding pass was lost.
7. Amounts must be clearly legible on all receipts and tickets (dates also).
8. If there are no requests for hotel or meal reimbursements on any given travel day, please explain.
9. Please attach any notes necessary to make processing as expeditious as possible.
10. Dates should clearly correspond to reimbursement requests from any given day.

ADVERTISING THROUGH THE INTERNET: The TDC will pay for Internet advertising on web sites (banners, buttons, etc.), and E-mail blasts. Internet advertising links may go to the event website. Logo is required on banner, E-blast or on click through to event site. No payment will be made for website development or operation of website.

ATTACHMENT L CONTINUED

DIRECT PAYMENT TO VENDORS: Original invoices have to be submitted for direct payment to vendors. Copies and faxes are not acceptable. If you contract work that will be directly billed to the TDC, please supply your supplier with the proper form (Attachment M) that specifies the name of the event and line item number on the original invoice.

REIMBURSEMENTS: Reimbursement request must be accompanied by an original invoice. Copies and faxes are not acceptable. If a canceled check is available showing payment of goods and services please submit with the reimbursement affidavit. (Attachment M).

ADVERTISING: All advertising has to be approved by the agency of record (Tinsley Advertising refer to Section IV, page 37), and approval of all printed material will have to be submitted along with Original invoice to the Monroe County Finance Department in order to receive reimbursement.

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Printed material such as BROCHURES, PAMPHLETS, POSTERS, NEWSPAPER, AND MAGAZINE ADS need to be attached to Original invoice. RADIO ADS need a form from the radio station showing dates and times of airing or notarized affidavit from radio station sustaining the air date and times. Submit in writing the actual verbiage used in the commercial. FILM & PHOTO processing must also have original receipt or invoice attached to a contact sheet. DIRECT MAIL & POSTAGE need a one page sample of mailing list.

T-SHIRTS, JACKETS, CAPS, AND BAGS: submit a photo copy of front and back (if there is anything printed), along with the original invoice. Please do not send the actual item.

BANNER REIMBURSEMENT: a photo of the banner is required for reimbursement along with the original invoice. Make sure the logo in the photo is readable.

ACCEPTABLE TROPHIES: framed art work, framed photography, engraved crystal and glass, plaques, trophy, sculptures (fiberglass, metal, glass & wood) and framed certificates shall constitute a trophy. All such trophies must include the appropriate information as outlined in the policies (tournament name, date, and location). 9/14/94 For TROPHY reimbursement, Tournament Directors must present the original invoice of the trophies, a notarized list of winners of the event, and a notarized list of the plates and/or glass etching from the engraving company. 8/20/03.

ATTACHMENT O

EXAMPLES OF ACCEPTABLE AND NON-ACCEPTABLE EXPENSES

Acceptable

Newspaper Ads*
Radio Advertising*
Brochures*
Direct Mail Piece* & Postage
Posters*
Street Banners*
Table Tents (Advertising Piece*)
Koozie Cups
Ribbons***
Press Room Telephone Expense under
 Separate Numbers
Trophies***
Sanctions Fees**
Programs as long as they serve as
Promotional item, i.e. info on the area
map and writeups should
be sent out as promotional piece

Professional Photographer--for specific
purposes--each request individually
approved.
T.V. Ads*
Helicopter rental as required by the
agencies of record for TDC
Transportation, Lodging & Meals for
not-for-profit bands (i.e. representing
government, school, universities, etc.)
T-Shirts, Jackets****
Hats****
Flags****
Programs****
Production costs for advertising
Public Relations Expenses
Internet Advertising
Website advertising only *****

Non-Acceptable

Newsletters
Administrative Expenses
Office Supplies
Utilities
Rent
Passes and Buttons
Security
Prize Money
Raffle Tickets
Concession Items, i.e.
food items to be sold
Rental of Equipment
Insurance
Programs which serve in-house only
 Auditions Notices

Stationary/Envelopes
 unless special event
Salaries, wages, fees,
 i.e. artists' fees,
 consultations fees,
 Directors, Secretarial Services,
Road Company fees
Crane Rentals
Hotel Rooms for VIP's
Ambulances
Prizes for Raffles
Construction materials for
stages, docks, etc.
Website development or operation of website

* All advertising and promotional items must indicate credit to the Florida Keys and Key West.

** Sanction Fees: Per interpretation of the County Attorney's Office. When a sanctioning body concurs, confirms, or ratifies and act or event, it is said to have sanctioned the act or event.

The sanctioning body, however, is not the entity that actually produces or sponsors the event. A classic example of sanctioned events are competitions, sporting events, and races.

A sporting event - such as a football game, or a competition - such as a power boat race, are produced at the local level. However, for the event to rise to the stature of a national competition it must be sanctioned by an organization, such as the NFL or the American Power Boat Association. The fee that is paid to the sanctioning organization directly enhances the promotability, the stature, and the advertising potential, along with the likelihood that viable national sponsors will aid in the promotion and advertising of the event.

Artist Fee: In contrast with sanction fees what is termed artist fees, road company fees, etc., is compensation of the participants, performers, or producers of the events. Artist fees, road company fees, concert fees, and direct event production costs, unless they are intended primarily to advertise or promote an event, are an improper expenditure of TDC funds under Florida statute.

*** TROPHIES: framed art work, framed photography, engraved crystal and glass, plaques, trophy, sculptures (fiberglass, metal, glass & wood) and framed certificates shall constitute a trophy. All such trophies must include the appropriate information as outlined in the policies (tournament name, date, and location). 9/14/94 For TROPHY reimbursement, Tournament Directors must present the original invoice of the trophies, a notarized list of winners of the event, and a notarized list of the plates and/or glass etching from the engraving company. 8/20/03.

**** Items that are funded by BOCC and subsequently sold (see Section II, page 13).

This list may not reflect all acceptable or unacceptable items and is to be used only as a guideline. Any questions you may have can be directed to the Administrative Office in writing. 05/08/91

TDC FUNDED ITEMS: Items funded by the TDC are NOT to be sold. 09/14/94

PURCHASE OF ITEMS WITH TDC FUNDS: Property being defined as fixtures and other tangible personal property of a non-consumable nature purchased with TDC funds, as stated above, is owned by the BOCC/TDC and therefore must be included in the inventory listing of Monroe County and tagged accordingly as required by the Auditor General. *(F.S. 274.02)

If the purchase price of the item involved is \$500 or more, this item is defined by the Clerk of the Circuit Court for Monroe County as a 'capital outlay' purchase and must be so noted. Capitalized items must be appropriated as such disposal of capitalized items will be governed by county policy. 06/12/91

* i.e. computers, paintings, VCR's recording equipment, postage machines, FAX machines, copiers, etc.

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V. FINANCIAL INFORMATION:

A. ALLOWABLE EXPENDITURES

ALLOWABLE ADVERTISING AND PROMOTION EXPENDITURES THAT MAY BE REIMBURSED WITH TOURIST DEVELOPMENT COUNCIL - CULTURAL UMBRELLA FUNDS:

NEWSPAPER AND MAGAZINE ADS: List all publications where advertising will be placed. It is important that your ads are well balanced: the majority should be placed outside your district to encourage visitation and there should be some ads placed locally to encourage extended stay and provide visitors with information.

RADIO ADS: List all stations where advertising will be placed. Again, make sure ads are placed where visitors from outside your district will be made aware of your program.

BROCHURES: It is recommended that brochures be of weight and size that allows them to be placed in a standard rack and allows them to be mailed in a standard envelope with one stamp.

DIRECT MAIL PIECE AND POSTAGE: The cost of mailing items outside your district.

POSTERS: It is recommended that posters are of a reasonable size and cost. Distribution plans should be outlined.

STREET BANNERS: It is encouraged that reusable materials are purchased.

LOGO DESIGN: All artwork becomes the property of the Tourist Development Council. Copyrighted artwork that is being purchased has to be approved by the Umbrella. List artist to be contracted.

TABLE TENTS: List restaurants where tents will be distributed.

AWARDS: Must list the area and should be distributed to groups from outside region.

PROGRAM: Must be a promotional item. List distribution plans. If advertising is sold, the revenue raised must be deducted from the cost of the brochure.

PROFESSIONAL PHOTOGRAPHERS: Photos for brochures, programs, and publicity photographs must be approved by the advertising and public relations agencies *prior to being taken*.

TV ADVERTISING: *List stations and audience. Majority of placement should reach an audience outside the district.*

ADVERTISING THROUGH THE INTERNET: *The TDC will pay for Internet advertising on web sites (banners, buttons, etc.), and E-mail blasts. Internet advertising links may go to the event website. Logo is required on banner, E-blast or on click through to event site. No payment will be made for website development or operation of website.*